

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2017

**MTM-011 : TOURISM PLANNING AND
DEVELOPMENT**

03319

Time : 3 hours

Maximum Marks : 100

Note : (i) *Answer any five questions.*

(ii) *All questions carry equal marks.*

1. Write short notes on any two of the following :
 - (a) Importance of tourism planning **10x2=20**
 - (b) Acerenza's strategic planning approach
 - (c) Interactive planning vs Conventional planning

2. Discuss the approaches that can be applied to enhance the economic benefits of tourism. **20**

3. Discuss the relationship between political stability and tourism. Support your answer with relevant examples. **20**

4. What do you understand by Market-Supply match in tourism? Why should planners consider the market supply match while planning for tourism? **20**

5. What do you understand by National Level Tourism planning ? Discuss the role of government in tourism planning. 20
 6. In the present global scenario do you think we need global tourism planning ? Explain briefly which international bodies are involved in global tourism planning ? 20
 7. Why is local level planning important in tourism ? Briefly enumerate the requirements for local level planning. 20
 8. Define a tourism region. As a tourism professional what aspects would you cover in a regional tourism plan ? 20
 9. What do you understand by tourism planning ? Discuss the various steps in planning process. 20
 10. Discuss the goals and components of tourism development. 20
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